

EW2 Call for Pitches

March 28, 2023

What We're Looking for:

- Always start with a kid question
- Every story should have emotional stakes and a character arc
- Looking for those interesting science topics that are super kid relatable
- An idea with a real hook! To make a kid beam, "That's so interesting!"
- Keep the questions simple, every answer should be observable by a preschooler
- Need more Earth and Physical Science stories (Curriculum - ESP)
- Need more Health and Wellness stories (Curriculum - HW)
- Need more Science Engineering stories (Curriculum - SEP)
- Always looking for ideas that are set in an urban setting, like downtown Animal town.
- We encourage new fun locations
- A story with Sally
- Let's revisit some locations like the Library, Bakery, School
- We would love more winter and spring stories
- Holidays are still on the table - we've already done Valentines Day, Halloween, Mothers Day, Groundhog Day
- Interesting new kids/friends
- New aspirational adults

We have lots, but can always use more if it's a great idea:

- Natural Design stories (Curriculum ND)
- Life Science stories (Curriculum LS)

Pitch Example:

Question and paragraph with main plot points of the story.

Elinor's Nest

Question: Why do birds make nests the way they do?

One day, Elinor and her friends find a bird's nest on the ground in Elinor's yard. Last night's windstorm must have blown it out of the big tree! Elinor's Dad offers to put it back – but his ladder is broken, so he sets off to borrow one. Meanwhile Elinor starts wondering... why do birds make nests the way they do? It seems like a cold, scratchy, dangerous place to raise chicks. If she were making a nest, that's not how she'd do it. This gives Elinor an idea... let's

build our own nest! It'll be the best! The friends playfully take up the challenge, gathering branches to make a kid-sized nest to hang out in. But as the project goes along, they start to realize why birds make nests the way they do. They start building in one place... until they realize that it's too far from their snacks. (And most of birds' food grows on trees.) They need to build it on the ground, but when other curious kids come around to see what they're up to, they realize that the ground isn't very private. If they had wings like a bird, maybe they'd build up high, too! And they do find their nest a bit damp and cold – until they take a hint from the real nest they found and fill it with fluffy stuff. By the time Dad returns with a ladder, Elinor is quite happy for him to put the nest back. Maybe birds know what they're doing after all!